



Press release

PKF hospitality group: Luca Cerretani is new Head of Italy

New office in Rome planned for 2023

Milan, 16th January 2023 - **Luca Cerretani** is the new Head of Italy at PKF hospitality group. He succeeds **Giorgio Bianchi**, who will continue to be active as a consultant for PKF hospitality group in the area of business development and at the 196+ forum Milan.

Cerretani joined PKF hospitality group in 2022 and is based in Milan, Italy. In his present capacity as a Director – Head of Italy, his consulting activities include feasibility studies, valuations and asset management primarily in countries throughout Europe. Prior to joining PKF hospitality group, **Cerretani** worked for 13 years in revenue management for independent and branded luxury hotels where he gained knowledge in forecasting, market analysis and operations. **Cerretani** was also involved in numerous rebranding projects throughout Italy with different hotel brands. He has a bachelor degree from the Cornell University School of Hotel Administration in Ithaca, NY and is an active member of the Cornell Hotel Society alumni network in the AlpAdria and Eastern Europe Chapter. **Cerretani** teaches Revenue Management courses at the University of Bari.

Michael Widmann, Global CEO PKF hospitality group: „We thank **Giorgio** very much for his highly professional activity and his commitment in the past years and wish him all the best for his professional future!" "With **Luca** we have a proven expert of the hospitality industry in Italy on board. In addition, he will support us in our pan-European mandates. We are very much looking forward to working with him“, said **Christian Walter**, Global CEO PKF hospitality group.

Cerretani: „I am looking forward to this new challenge. In addition to the location in Milan, we are planning to open a branch office in Rome.“

The following divisions are under the umbrella of PKF hospitality group:



PKF hotelexperts – hotel consulting

PKF livingexperts – serviced living consulting

PKF tourismexperts – tourism consulting

PKF leisureexperts – leisure consulting

PKF hospitality research – data analytics for hotel, living, tourism & leisure

PKF hospitality technology – digitalisation & innovation for hotel, living, tourism & leisure

Future of Hospitality Institute – think tank

196+ events – events & networking for hotel, living, tourism & leisure

About PKF hospitality group:

PKF hospitality group is an internationally recognised leader in hospitality and tourism consulting. With a team of 100 consultants in 20 offices (including Kyiv) on all continents and an experience of almost 100 years, PKF hospitality group offers focused consulting services in the environment of the hotel, serviced living, tourism, and leisure investments - including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset management, research & benchmarking as well as strategic consulting.

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